

Empathy Map

Observing the daily weather is part of a regular routine

What do they HEAR?

what friends say
what boss say
what influencers say

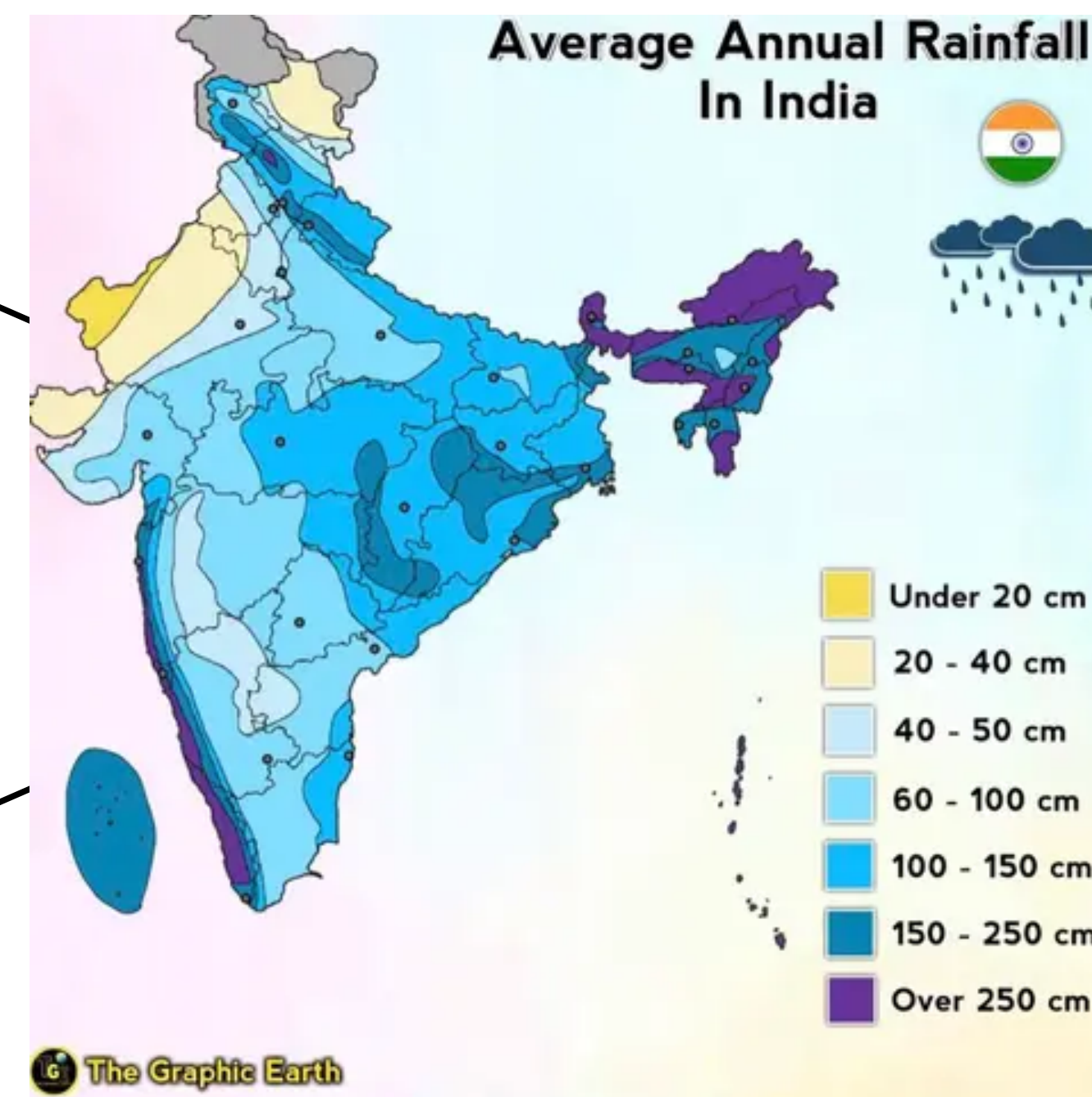
Rainfall is analyzed in terms of weeks, months, years



Helps to preplan and aranging resources

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Farmers can analyse which crop suits for farming.

Rainfall causes various impact in agriculture

What do they SEE?

environment
friends
what the market offers



Farmers can increase the productivity and income

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Predict the rainfall and prevent the crops

agriculture employed more than 50% of the Indian work force



If prediction goes wrong the crops will be rotten.

PAIN

fears
frustrations
obstacles

Natural disaster uncertain in analaysis

Protecting from draught

GAIN

"wants" / needs
measures of success
obstacles

Minimize the expenditure of farmers

